Customer Persona Template

Marketing Before Funding

[click here to learn how to create a customer persona]

1. **Name and Title**

   Name: Priyank Patel
   Title: Software Engineer

2. **Basics**
   Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).

   Age: 32
   Gender: Male
   Location: Detroit, Michigan
   Family Life: Married and have one baby girl name Niya
   Likes: I like to code and play video games on my free time
   Dislikes: I do not like repititve tasks that take away from more creative and engaging work, preferring automation whenever possible.
   Adoption Curve: Early Adopter. I like to follow the technology and like to stay updated with the current technology and like to be involved in as much as possible.

3. **Professional and personal background**
   Includes job title, job history, role, leisure activities, hobbies.

   Job Title: Software Engineer
   Job History: I am currently working in Heny Ford as software engineer specializing in c# and Angular
   Role: As software engineer, my daily role is to maintain the software as well as to make test the product as well as to introduce the functionality to the portal.
   Leisure Activities/Hobbies: Outside of work, I love playing game in my ps5, coding personal projects, and spending time with my family.

4. **Quote**
   Should encapsulate the persona's attitude towards you product or service.

   I need tools and services that can help me streamline my work and eliminate tedious tasks, allowing me to focus on the more creative and impactful aspects of software development.

   Work hard till you work and enjoy when you are not working.

5. **Technical background**
   How comfortable are they online and what activities do they perform on the web? What devices so they use? This is important for determining how the audience will interact with the brand online.

   Comfort Level Online: I am very much comfortable with technology and use it daily for both work and personal activities. I'm highly proficient with development tools and various programming languages like Javascript and AngularJS.

   Devices Used: I mostly use a laptop for my development.

   Brand Interaction: I interact with brands mostly through websites, email, and technical forums. I value efficient customer service and self-service options like knowledge bases or forums for quick problem solving.

6. **Favorite websites (1-3)**

   My favourite three websites are
   Github: www.github.com
   StackOverflow: https://stackoverflow.com/questions
   freecodecamp.: https://www.freecodecamp.org

7. **Goals**
   What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?

   I need a vendor whose consistent, top-notch goods or services could assist me increase my productivity. I value fast delivery dates and low downtime, as well as solutions that can grow with my demands. I value long-term alliances since I like suppliers who can expand with my company and know my technological requirements.

8. **I need/I want statements**
   What does this person need and/or want in order to reach the above goals? Remember to keep in mind all of the characteristics you described above.

   I need: A vendor that provides automated, easy-to-integrate tools that enhance my development process. I also need efficient technical support when issues arise.

   I want: A service that is flexible, fast, and future-proof. I prefer vendors who provide detailed documentation and helpful resources for developers like me. I want a solution that improves my workflow and helps me build better products quickly.